

Please oppose the proposed Broadcast Flag. The broadcast flag represents an unprecedented attempt to control the end-user experience by media industries. The claim that it will prevent piracy is, on its technical merits, dubious. It may even increase the public legitimacy of piracy by forcing consumers to turn to pirated content for the functionality they presently enjoy and demand through products such as analog VCRs and digital PVRs.

Moreover, this effort will substantially reduce technology innovation in the affected industries. It takes from technology industry to give to the media industries. In my opinion, the FCC has no business in interfering with free market forces or consumer will in this manner.

If digital technology causes a radical change in the economic landscape, so be it. If some business models are rendered obsolete, so be it. The fruit of the change to a digital media market should go directly to the public, not to the bottom lines of select corporations. These companies have argued to the extreme that the economic sustainability of creative effort will vanish. This is nonsense. Consumers and creators will simply renegotiate terms in the new marketplace. This does not cut the existing companies out of the loop. It simply returns the decision about entertainment spending to the hands of consumers. These companies, and altogether new enterprises, will find creative ways to provide value to consumers in the digital economy. This will happen only without the crutch of the Broadcast Flag preventing innovation in both the technology and content sectors.

I again urge the FCC's opposition to the Broadcast Flag, as an important step in ensuring the economic and creative vitality of U.S. and international media creation and media technology industries.

Sincerely,
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